

Europa Media webinar

EM TRAININGS

Ethics, Innovation, Open Science, Research Data, Synergies

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Content

- Innovation management
- Open science
- Synergies
- Ethics management

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**Innovation
management**

Innovation management

- = exploitation and IPR management
- Strategy set at implementation stage, by the specific task leader, in your Plan for Exploitation and Dissemination of results, including Communication (PEDR)
- Follow up with:
 - Exploitable results and their exploitation routes
 - Partners' exploitation interests
 - Any IP protection needed

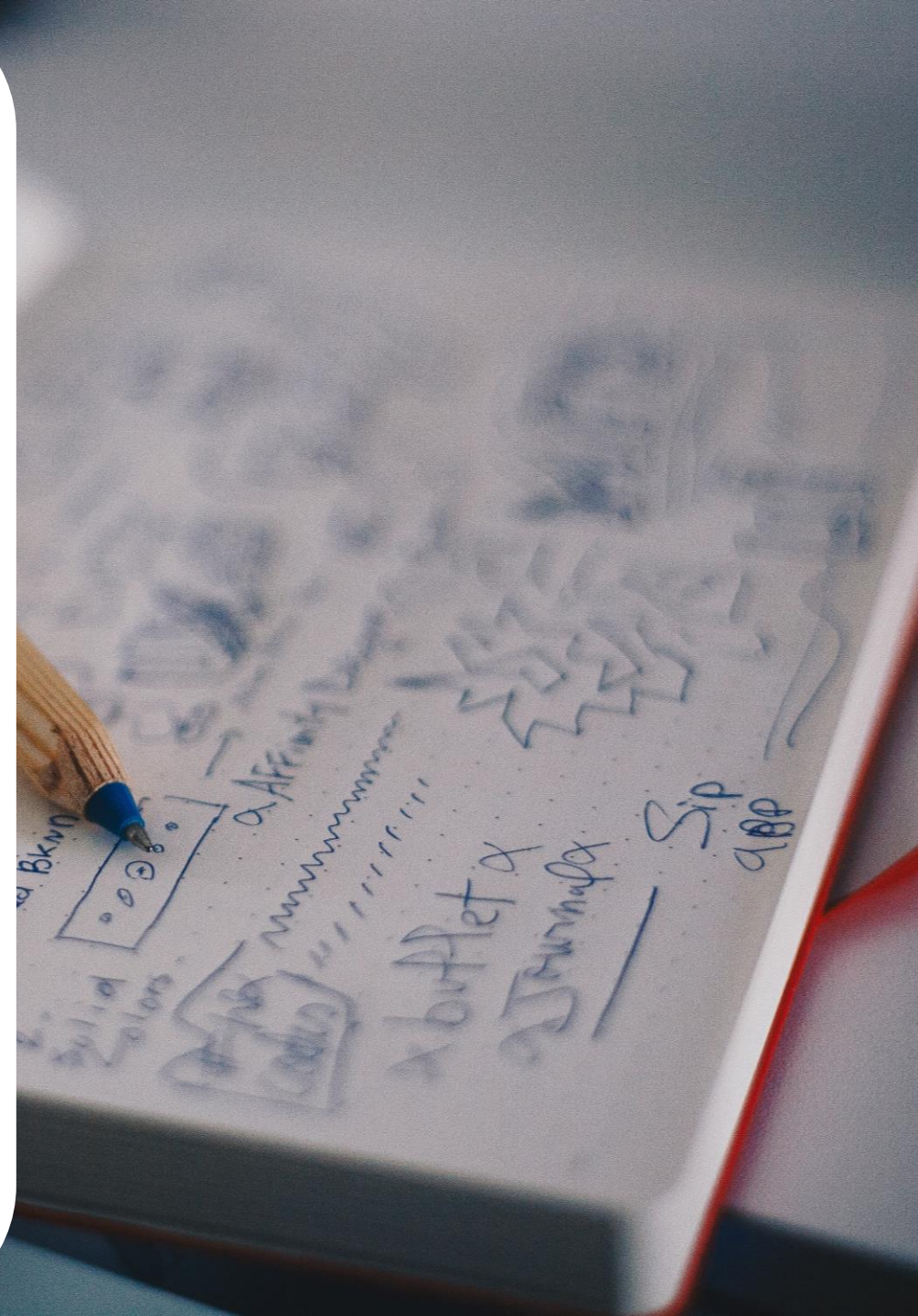
💡 Make sure your innovation manager (the partner in charge) oversees the process of managing results, their IP protection and exploitation with the joint owners and you've set a system to collect the relevant info for reporting.



Plan for Exploitation and Dissemination of Results

= **strategic document** for the beneficiaries helping them to establish the bases for their intellectual property strategy, dissemination and exploitation activities.

- The PEDR **follows the evolution of the project** from the proposal until the submission of the final project report.
- Draft version in the proposal
- Initial version – deliverable at the beginning of the project by M6
- **Updated** Plan for the Exploitation and Dissemination of Results in the periodic report or as planned iterations of the initial deliverable.



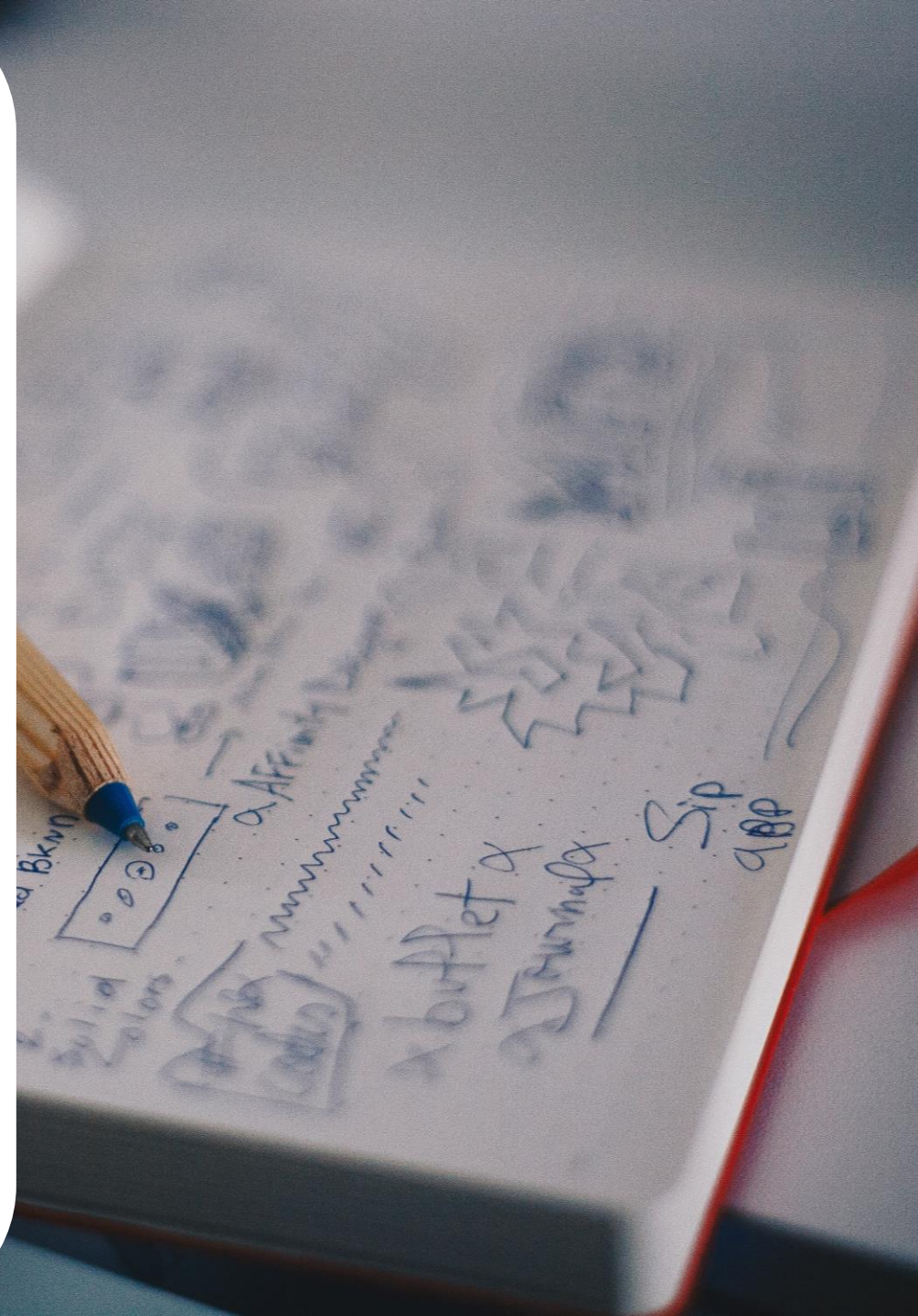
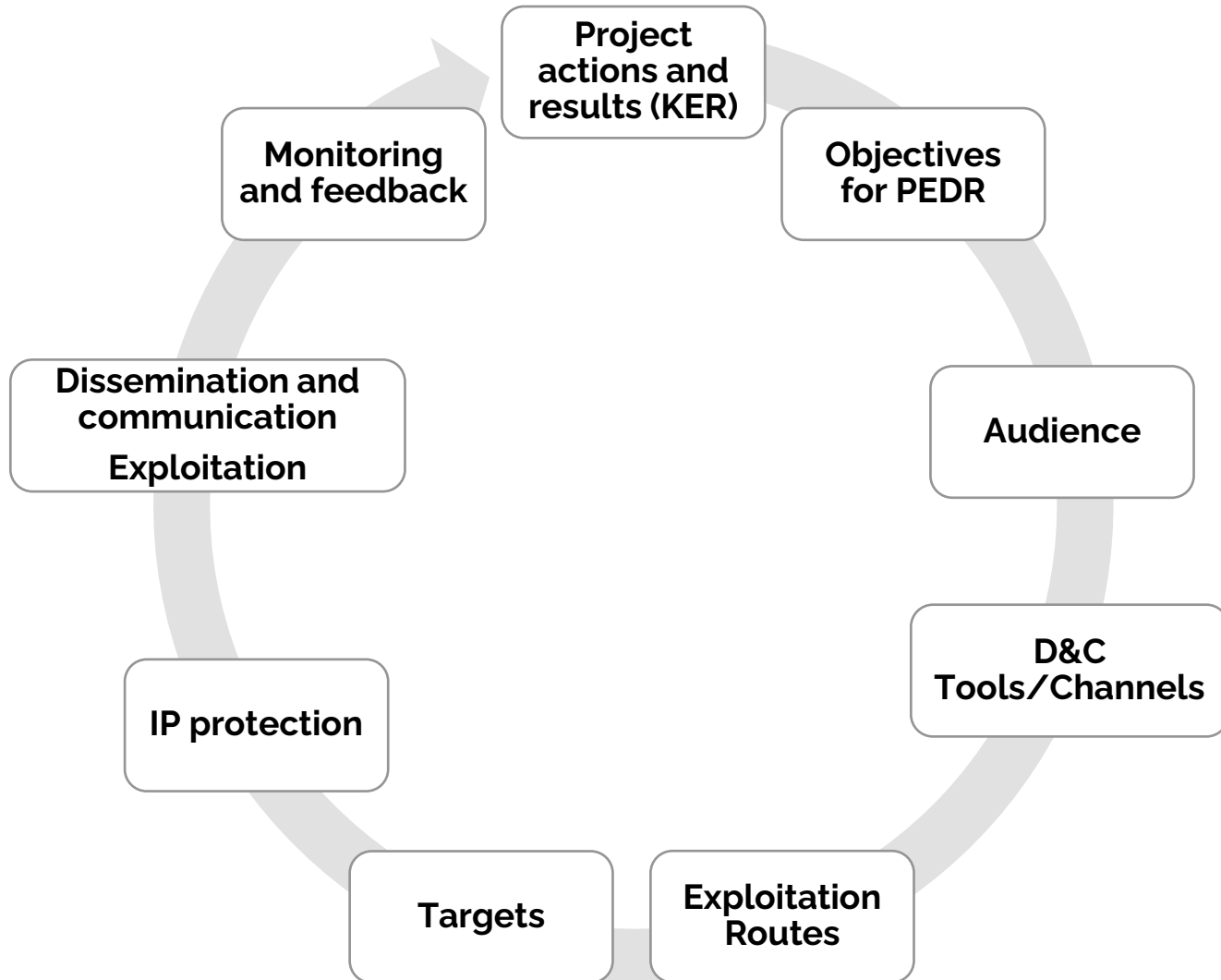
Plan for Exploitation and Dissemination of Results

Table of Content

- **Executive Summary**
 - Project in short
 - Scope of the Dissemination and Communication Plan
- **Dissemination Plan**
 - Dissemination strategy
 - Target audience
 - Stakeholders and Networks
 - Open Science practices
 - Data Management
- **Communication Plan**
 - Tools and channels
 - Dissemination material online and offline
 - Messages
 - Website
 - Partner's websites
 - Social Media
 - Press and Media
 - Intermediaries, influencers
 - Utilizing EC channels
 - Utilizing national platforms
- Visibility of EU funding
- Networking and collaboration
- Event organisation and participation
- **Visual Identity**
- **Implementation Plan**
 - Timeline
 - Budget
 - KPIs
 - Continuity and Document Maintenance
 - Distribution of Tasks
 - Safety measures
- **Reporting and Monitoring**
 - Targets and timeline
 - Reporting table instructions
- **Innovation management**
 - IPR arrangements and Exploitation routes – individual/joint
 - Potential geographical coverage and economic size of the target markets
- Potential users, main competitors and competitive advantages
- Analyses on the state of the art
- Analyses on the intellectual property that is needed and will be brought to the project
- Facts and figures on the planned exploitable results and their areas of application and intellectual property protection
- Description of the exploitation roadmap and business model
- **Annexes**
- **Guidelines for partners**
 - Communication Toolkit
 - Reporting table for partners
 - Preliminary list of events
 - Newsletter and press release schedule
 - List of relevant projects and initiatives
 - List of supporting organisations (LoI)
 - Dissemination and communication contact points at partners

PEDR

Drafting one...



Exploitation routes

For your project results



IP Protection

One product, many IP protection routes

IP protection	Product type
Patent	Any invention, product or process that offers a new way of doing something or provides a new solution to a problem
Utility model	Minor inventions or minor improvements of existing products
Design	Literary and artistic works: music, books, paintings, computer programmes, databases, etc. Ornamental or aesthetic aspects of a product
Trademark	Any sign capable of distinguishing your goods or services from your competitors'
Copyright	Literary and artistic works: music, books, paintings, computer programmes, databases, etc.
Trade secret	Any information that is not generally known, confers a competitive edge and is subject to reasonable efforts to maintain its secrecy

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Open science

Open science

= approach based on cooperative work and systematic sharing of knowledge and tools **as early and widely as possible**

- **Obligations from GA Art. 17 + Annex 5**
 - Open access to scientific publications
 - Open access to your research data + Data Management Plan
 - Trusted repositories, (Creative Commons) licenses
- **Open science practices**
 - Open access
 - Early and open sharing (via pre-registration, registered reports, preprints)
 - Open peer-review
 - Reproducibility of results
 - Citizen, civil society and end-user engagement (co-design, co-creation, co-assessment)
 - Research data management

💡 Make sure that the partner(s) in charge are properly implementing/overseeing and the info is collected (can be in the internal reporting).



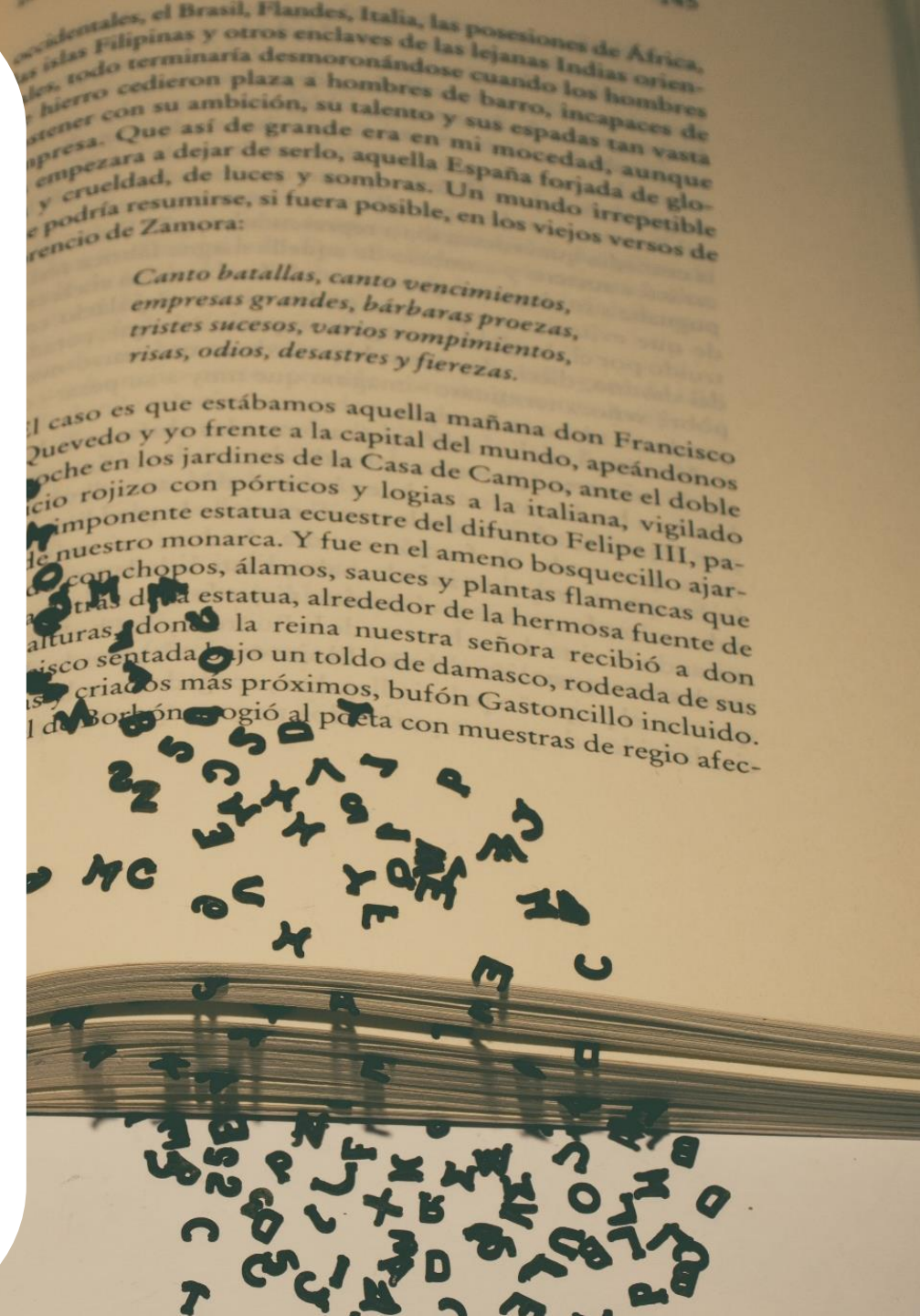
Data management

= the **process** within the research lifecycle that includes the data collection or acquisition, organisation, curation, storage, (long-term) preservation, security, quality assurance, allocation of persistent identifiers (PIDs), provision of metadata in line with disciplinary requirements, licencing, and rules and procedures for sharing of data.

Data Management Plan (DMP)

- = your key to good data management
- Describes the data management life cycle
- Deliverable – 1st version by M6
- Living document (!) => deliverable iterations

💡 Make sure the leading partner has a system and gathers all needed information from partners to draw the DMP.



Data Management Plan

What to include?

- **Data set description:** what kind of data is your project generating or reusing? Estimate the size of the data set
- **Standards and metadata:** how do you structure your data and what protocols are you using?
- **Name and persistent identifier for data sets:** unique and persistent identifier and a stable link to directly access the data
- **Curation and preservation methodology:** how will you ensure the integrity of the data sets and for how much time? How will it be preserved and kept?
- **Data sharing methodology:** how can the data sets be accessed? Terms of use and license
- **Research output management other than data and publications**
- **Related costs and personnel:** data collection, documentation, storage, preservation, availability and reuse, person/team in charge



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Synergies

Synergies

With “sister” projects

= any type of mutually beneficial collaboration with either projects or initiatives relevant to the project activities.

- Projects funded under the same call or other projects/initiatives at EU level, regional or national level
- Usually led by one of the partners (dissemination and communication lead)/the coordinator
- **Many types of collaboration:** cross-promotion, common events, workshops, use of knowledge/materials, feedback on project results or solutions etc.
- Can report these collaborations in a deliverable planned at proposal stage

💡 Make sure the leading partner has a system for collecting these synergies, and make sure all partners have been involved in providing relevant contacts.



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Ethics management

Ethics management

Watch out for...

- Your ethics review at Grant Agreement Preparation phase...
- **Possible ethics requirements:**
 - **Due before grant signature:** update your ethics section in Part B of your DoA
 - **Due after project start:** included in your GA as ethics deliverables/work package => contractual obligations

💡 During project implementation make sure you have an overview of the progress of your ethics deliverables and requirements as usual (quality assurance)



THANK YOU!

for your attention

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